AMENDMENTS TO THE SPECIFICATION

Please amend the specification by replacing paragraph 0048 as originally filed with amended paragraph 0048 presented immediately below:

[0048] The communication modules 315 and 320 communicate with a database module 325 and an application server 350, which provide the data storage and main programming logic for the operation of the system 200. In one embodiment, the application server 350 is implemented as one or more application programs (e.g., ~~Internet Information Server~~ INTERNET INFORMATION SERVER from Microsoft Corporation, ~~WebSphere~~ WEBSPHERE from International Business Machines Corporation, or other such application) running on a server class computer, which may be the same or different computer as the communication modules 315, 320. The application server 350 processes search requests for merchandise, requests and retrieves information from one or more databases on the database module 325, constructs HTML forms consisting of merchandise information, transmits the forms to consumers 105 via the client 210, and receives data from the consumers 105 via the communication servers 315 and 320 on forms completed on the client 210.

Please amend the specification by replacing paragraph 0050 as originally filed with amended paragraph 0050 presented immediately below:

[0050] The commerce module 355 facilitates the selling, auctioning, and purchasing activities of the marketplace 100. For example, where the purchase process is "first-come-first-serve" (i.e., not an auction sale) the commerce module 355 determines the price at which an item is to be sold, including any premiums, processing fees, delivery fees and donations. The commerce module 355 also collects payment information from consumers 105 such as credit card information, account information relating to the ~~Paypal~~ PAYPAL on-line payment and electronic funds transfer service at www.paypal.com, or other payment data and in some cases communicates with external payment validation vendors (e.g., ~~Verisign, American Express~~ VERISIGN, AMERICAN EXPRESS, etc) via the communication modules 315 and 320 to determine the validity of the information. Upon receiving validation of payment terms the commerce module 355 can also send payment instructions to banks for settlement and delivery of fees. In some embodiments where the merchandise is being sold to or from foreign countries, the commerce module 355 may translate foreign currency amounts into US dollars, or vice versa. The commerce module 355, where necessary, may also calculate sales tax, or other taxes required by federal, state, or local laws, and incorporate the taxes into the purchase price.

Please amend the specification by replacing paragraph 0054 as originally filed with amended paragraph 0054 presented immediately below:

[0054] The application server also includes an application administration module 370 that stores instructions and templates for compiling HTML pages to be viewed by the consumers 105. The data included on the HTML pages can include information retrieved from the database module 325, static HTML files stored on the server 205, dynamically generated HTML files (using, for example, Active Server Pages, javascript, or other like technology), flash pages such as those developed using ~~Macromedia Flash~~ MACROMEDIA FLASH from ~~Macromedia~~ MACROMEDIA of San Francisco, Calif., image files such as bitmaps and jpeg files stored on the server or an alternative external storage device, and other browser-executable code. The compiled HTML pages are then provided to the consumers 105 via the communications modules 315 and 320, the network 220, and the clients 210. In some instances, the HTML pages provided to the consumers 105 include forms for collecting and in some cases verifying information provided by the consumers 105, charities 120, and other users of the marketplace. In such cases, the application administration module 370 constructs forms for requesting and receiving registration information, search criteria and other user specified. In cases where data validation is warranted, the data can be validated against data in the database module 325, previously provided data, independently verifiable information such as an email address, or known listings such as state names.

Please amend the specification by replacing paragraph 0058 as originally filed with amended paragraph 0058 presented immediately below:

[0058] The search engine 385 facilitates the keyword, string, and other searching and ranking of information stored in the database module 325. In some embodiments the administrators of the marketplace 100 may allow consumers to search through the available merchandise to find particular items, or, in some cases, confirm that the charities they are interested in donating to are marketplace participants. The search engine 385 indexes some or all of the data in the database 325 on a periodic basis, and stores one or more index files on the server 205. One index file may be a merchandise index, whereas another index file may list the charities 120. A user interested in purchasing tickets for the Super Bowl may enter the term "Super Bowl" as a search string on a web page that invokes the search engine, submit the query to the search engine 385. The search engine 385 then scans the merchandise index file for the term "Super Bowl," and returns, on

an HTML page, for example, a listing of all the merchandise with the string "Super Bowl" in its description. Subsequently, the consumer 105 may wish to search for a charity to which they are interested in making a donation were they to purchase the tickets. Entering "Red Cross" in the search engine page would return a listing of charities with that phrase. In some embodiments, the consumer may enter compound searches, such as ~~Red Sox~~ RED SOX, July, Jimmy Fund, and under $200 to find, for example, tickets to a Boston ~~Red Sox~~ RED SOX game in July for under $200, where the premium can be directed to the Jimmy Fund Cancer Research Charity (see http://www.jimmyfund.org/).

Please amend the specification by replacing paragraph 0087 as originally filed with amended paragraph 0087 presented immediately below:

[0087] In an embodiment, it further provides the ability to associate individual tickets with a specific ticket source and/or a specific charitable organization. In practice, this means that some Team A tickets can be used to raise money for Charitable Organization A while other Team A tickets can be used to raise money for Charitable Organization B. Also, we may get Team A tickets from Source A and some Team A tickets from Source B. We can link Source A's Team A tickets with a different charitable organization(s) from Source B's Team A tickets. For example, some ~~Celties~~ CELTICS tickets can be used to raise money for United Way of America while other ~~Celties~~ CELTICS tickets can be used to raise money for the Shamrock Foundation--at any rate from 0% to 100%. Also, we may get some ~~Celties~~ CELTICS tickets from a Season Ticket Holder and some ~~Celties~~ CELTICS tickets from the team directly (or some third-party source such as the players, corporate sponsors, etc.). We can link a Season Ticket Holder's ~~Celties~~ CELTICS tickets to a different charitable organization(s) from the teams own ~~Celties~~ CELTICS tickets.

Please amend the specification by replacing paragraph 0088 as originally filed with amended paragraph 0088 presented immediately below:

[0088] Further, it is possible to predetermine that for a specific ticket, X % goes to Charitable Organization A based on some third-party preference (e.g. the team, corporate sponsor) and permitting the customer to select one or more charitable organizations to receive an equal (or otherwise split) allocation of the remainder of the premium. For example, for all ~~Red Sox~~ RED SOX tickets, 20% of the premium would be automatically allocated to the ~~Red Sox Foundation~~ RED SOX FOUNDATION (based on the preference of the Red Sox as a ticket source). The

remaining 80% of the premium could be allocated to charities selected by the purchaser from our predetermined list.

Please amend the specification by replacing paragraph 0089 as originally filed with amended paragraph 0089 presented immediately below:

[0089] Referring to FIG. 12, a purchase transaction of a ticket is shown (although it may be any merchandise or service), which bifurcates into two transactions, a donation transaction 1205 and a ticket transaction 1210. A credit card fee is removed from a donation to yield a net proceed, which is initially deposited in a merchant processing account. The donation is then transferred to a master cash management account 1220. Some money is used from account 1220 for bill payment to cover expenses, such as transaction fees, ~~verisign~~ VERISIGN payment vendor charges, and charge-back transactions. Some proceeds from account 1220 are transferred to individual escrow account 1225, from which quarterly disbursements are made to a designated charitable organization.